



ISA 2012 SLM Social Media Training: Facebook

- **Social or professional?**
 - **Personal decision:** Depends on individual personality and preferences.
 - **Dual profiles:** Some people create distinct personal and professional profiles. This is a violation of terms of service so proceed with caution.
 - **Page vs. profile:** Create a page to establish a professional presence on Facebook and keep profile private.
 - **Social Recruiting:** 89% of companies surveyed in 2011 said they either did or were planning to use social media to recruit employees. Of those, **55% said that they use Facebook**. And 75% of companies surveyed searched job candidates' online profiles (LinkedIn, Facebook, Twitter) before interviews.
- **Creating an account**
 - **Terms of service:** One account for one human being. You own your content but they have rights to access it, use it, copy it, etc... Your account can be deleted at any time for any reason without notification.
 - **Username:** Set a custom user name (helps with search engine optimization).
 - **Profile**
 - **Profile picture:** It's important!
 - **Profile info:** Decide what to keep private and public. Beware identity theft (common security challenge questions like schools you attended).
 - **Cover photo:** Be creative and express yourself.
- **Friending**
 - **Sending friend requests:** Can import email contacts or search for people you know. Friends of friends is a common discovery tool.
 - **Receiving friend requests:** You can ignore or accept friend requests. Boundaries are up to you but beware friending people you don't know (Facebook stalkers and robbers).
 - **Grouping:** You can group friends into family, close friends, colleagues, etc... Comes in handy when posting updates (see below).
- **Privacy and Security**
 - **Privacy settings**
 - **Apps:** Be very aware of the apps you click on and the permissions they're requesting. Many will announce your activities on your timeline but you can prevent this by selecting "Just Me" instead of "Friends" or "Public" when they ask "Who can see your activity?"

- **Facebook authentication and open graph:** Many websites use Facebook authentication to access your social graph when you visit their site. They never actually know who you are but your activities may show up on your timeline (Jon just read “some article” on the New York Times). It’s also used for the facepile and other social widgets.
- **News Feeds**
 - **Posting content:** You can post text, links, photos and/or videos to your timeline.
 - **Visibility:** Public, Friends, Friends of Friends, Custom: For each individual update you can set the visibility to one of the defaults (Friends, Friends of Friends or Public) or one of the custom groups you’ve created or even individual friends (Custom).
 - **Auto-posting apps:** If you’ve given apps permission to post to your timeline (e.g. games like Farmville or social sharing tools like Social Cam and Foursquare), they can also auto-post – sometimes without notifying you.
 - **Tagging:** When posting pictures, you can “tag” friends. When this happens, their friends will see your picture in their news feed (depending upon your visibility selection). They also have the option to un-tag themselves.
 - **Location-based check-ins:** Smart phones with the Facebook app installed can enable geo-tagging of both standard updates and location check-ins. This is a privacy setting in the apps.
 - **Hiding annoying apps:** You can hide updates from friends’ annoying activities on games like Mafia Wars or Farmville. Hover over the reverse-carat and a menu will appear that allows you to hide all posts from that app. You can do the same for updates from pages you’ve liked.
- **Sharing, Liking, Commenting**
 - **Sharing:** You can share a link or photo posted by a friend by clicking the “share” link under it (depends on the privacy settings of the person doing the sharing).
 - **Liking:** You can express agreement, sympathy, amusement, etc... with someone’s post by clicking the “like” link underneath it. When you like a post, your friends will typically see an update on their newsfeed saying “Jon liked so-and-so’s picture/link/video” (depending upon privacy settings).
 - **Commenting:** You can comment on pretty much every update on your news feed. Your comments will show up on your friends’ live feed on the top-right side of their news feed.
- **Pages**
 - When you “like” a page you will see updates from them on your news feed.

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- You can unlike a page at any time.
- Depending upon your privacy settings, friends or even general public can see which pages you've liked.
- Likes (and your friends' likes) are used extensively by Facebook to create your social graph, which helps them decide which ads you see.
- **Groups**
 - Groups can be used for people to collaborate with one another so that posts are only visible to group members.
 - Membership can be controlled by group administrator(s).
- **Events**
 - Can be created to promote events.
 - Invite friends and/or fans. Their RSVPs are visible to their friends and helps raise visibility of the occasion.